



VideoIndiana, Inc.  
1000 N. Meridian Street  
Indianapolis, IN 46204

Brabender Cox Mihalke  
1218 Grandview Ave., 1st Floor  
Pittsburgh, PA 15211

## Contract # 103093

Schedule Dates 10/08/12-10/14/12  
Advertiser Bennett for Indiana (9221)  
Agency Brabender Cox Mihalke (4512)  
Product Political/Superintendent (1298)  
Brand Republican/Superintendent (13467)  
Salesperson Click, Steve (1579)  
Sales Office WTHR  
Buyer Name BRABENDER, LIZ  
Phone/Fax /  
CPE N/A  
Account Types National/Political Candidate  
Billing Type Standard  
Comments BENNETT/SUP INST/R  
BENNETT FOR SUPERINTENDENT OF PUBLIC INSTRUCTION

Date Entered 10/01/12  
Last Modified 10/01/12  
Entered By Lisa Baxter  
CO-OP No  
Headline # ECR07909719  
Demo  
Order Type Normal  
Package Deal  
Commission % 15.00  
Commission \$6,480.00  
Net Total \$36,720.00  
Sales Tax

WTHR (WTHR)  
By Broadcast Month Spots Rate  
Oct. 2012 43 \$43,200.00  
Grand Total: 43 \$43,200.00

Line	Line Type / Break Type (Ref #)	Dates	Sec	Length	Run Times	SPW	Mo	Tu	We	Th	Fr	Sa	Su	Spots	Rate	Total	Station	Comments	Entered
1.0	Normal Line / SPOT (1)	10/08/12-10/12/12	3	:30	6:30P- 7P (EST)	5	X	X	X	X	X			5	\$2,500.00	\$12,500.00	WTHR (WTHR)	6:00-7p NBC Nightly News	10/1/12
2.0	Normal Line / SPOT (2)	10/13/12-10/13/12	3	:30	6:30P- 7P (EST)	1							X	1	\$2,500.00	\$2,500.00	WTHR (WTHR)	6:00-7p NBC Nightly News	10/1/12
3.0	Normal Line / SPOT (3)	10/08/12-10/12/12	3	:30	11P- 11:35P (EST)	5	X	X	X	X	X			5	\$1,200.00	\$6,000.00	WTHR (WTHR)	1 - 1135p LN	10/1/12
4.0	Normal Line / SPOT (4)	10/08/12-10/12/12	3	:30	6A- 7A (EST)	5	X	X	X	X	X			5	\$850.00	\$4,250.00	WTHR (WTHR)	67a Sunrise	10/1/12
5.0	Normal Line / SPOT (5)	10/08/12-10/12/12	3	:30	7A- 9A (EST)	5	X	X	X	X	X			5	\$700.00	\$3,500.00	WTHR (WTHR)	7 9a Today	10/1/12
6.0	Normal Line / SPOT (6)	10/08/12-10/12/12	3	:30	12:30P- 1P (EST)	5	X	X	X	X	X			5	\$300.00	\$1,500.00	WTHR (WTHR)	1-10-1p Noon News	10/1/12
7.0	Normal Line / SPOT (7)	10/08/12-10/12/12	3	:30	5P- 6P (EST)	3	X	X	X	X	X			3	\$900.00	\$2,700.00	WTHR (WTHR)	5-6p EWN	10/1/12
8.0	Normal Line / SPOT (8)	10/08/12-10/12/12	3	:30	6P- 6:30P (EST)	3	X	X	X	X	X			3	\$1,200.00	\$3,600.00	WTHR (WTHR)	6-7p EWN	10/1/12
9.0	Normal Line / SPOT (9)	10/09/12-10/11/12	3	:30	7P- 7:30P (EST)	2		X	X	X				2	\$1,000.00	\$2,000.00	WTHR (WTHR)	7 730p WHEEL	10/1/12
10.0	Normal Line / SPOT (10)	10/13/12-10/13/12	3	:30	6A- 7A (EST)	1						X		1	\$300.00	\$300.00	WTHR (WTHR)	6 7a Sat Sunrise	10/1/12
11.0	Normal Line / SPOT (11)	10/13/12-10/13/12	3	:30	7A- 8A (EST)	1						X		1	\$500.00	\$500.00	WTHR (WTHR)	7 8a Sat Today	10/1/12
12.0	Normal Line / SPOT (12)	10/13/12-10/13/12	3	:30	8A- 10A (EST)	2						X		2	\$600.00	\$1,200.00	WTHR (WTHR)	8 10a Sat Sunrise	10/1/12
13.0	Normal Line / SPOT (13)	10/13/12-10/13/12	4	:30	7A- 8A (EST)	1							X	1	\$300.00	\$300.00	WTHR (WTHR)	7 8a Sun Sunrise	10/1/12
14.0	Normal Line / SPOT (14)	10/13/12-10/13/12	3	:30	8A- 9A (EST)	1							X	1	\$500.00	\$500.00	WTHR (WTHR)	8 9a Sun Today	10/1/12

## CONFIRMATION CONTRACT

Accepted-Agency/Advertiser:

Date:

Accepted-Station:

Date:

Comments:

"Station does not discriminate in the sale of advertising time, and will not accept advertising which is placed with the intent to discriminate on the basis of race or ethnicity. Any provision in any order or agreement for advertising that purports to discriminate, or has the effect of discriminating, on the basis of race or ethnicity, is hereby declared null and void."



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### Advertiser

Bennett for Indiana (9221)

### Agency

Brabender Cox Mihalke (4512)

### Product

Political/Superintendent (1298)

### Brand

Republican/Superintendent (13467)

### Salesperson

Click, Steve (1579)

### Sales Office

WTHR

### Buyer Name

BRABENDER, LIZ

### Phone/Fax

/

### CPE

N/A

### Account Types

National/Political Candidate

### Billing Type

Standard

### Comments

BENNETT/SUP INST/R

BENNETT FOR SUPERINTENDENT OF PUBLIC INSTRUCTION

10/01/12

10/01/12

Lisa Baxter

No

ECR07909719

Normal

Package Deal

Commission %

Commission

Net Total

Sales Tax

Date Entered

Last Modified

Entered By

CO-OP

Headline #

Demo

Order Type

Package Deal

Commission %

Commission

Net Total

Sales Tax

## WTHR (WTHR)

By Broadcast Month

Oct. 2012

Grand Total:

Spots

43

43

Rate

\$43,200.00

\$43,200.00

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1218 Grandview Ave., 1st Floor  
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Line	Line Type / Break Type (Ref #)	Dates	Sec	Length	Run Times	SPW	Mo	Tu	We	Th	Fr	Sa	Su	Spots	Rate	Total	Station	Comments	Entered
15.0	Normal Line / SPOT (15)	10/14/12-10/14/12	3	:30	9P- 10A (EST)	1							X	1	\$600.00	\$600.00	WTHR (WTHR)	9 10a Sun Sunrise	10/1/12
16.0	Normal Line / SPOT (16)	10/14/12-10/14/12	3	:30	6P- 6:30P (EST)	1							X	1	\$550.00	\$550.00	WTHR (WTHR)	6-7p EWN	10/1/12
17.0	Normal Line / SPOT (17)	10/14/12-10/14/12	4	:30	11:30P- 12:05A (EST)	1							X	1	\$700.00	\$700.00	WTHR (WTHR)	1 30p-1205a LN	10/1/12

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